

Internet Search Engines

Presented by the MU-SPIN Project

during

The Spring Workshop Session

February - April, 1996

Internet Search Engines

Presentation Content

- Functions
- Areas searchable by engines
- Search Tips
- Improving search results
- Example Search Engines
- Hands-On

Internet Search Engines

Function

- Search engines are programs that find information for you out across the Internet.
- Search engines are among the Net's most powerful tools because they allow users to harness a vast array of Web server archives as a personal library that can be searched as easily as a database on the user's computer.
- The only difference, of course, is that this database is as large as the global Internet structure itself.
- Incorporated in most World Wide Web browsers and is customizable.
- Experience and skill is needed to find useful information in a timely manner

Internet Search Engines

Areas searchable by engines

- **Web Pages** - Places on the World Wide Web where individuals, groups, or companies provide information, entertainment, services, or products.
- **Newsgroups** - Newsgroups are forums where each newsgroup covers a different area of discussion. For example, there are newsgroups for discussing politics, programming, music, and movies.
- **Newsgroup articles** - A newsgroup article is a note or response posted by a person reading the newsgroup.
- **Newsgroup threads** - A newsgroup thread is a thread of conversation or discussion that follows a particular subject.
- **FTP sites** - FTP sites allow you to download software from another computer on the Internet.
- **Gopher sites** - (organized ftp!) Gopher sites allow you to browse through files and directories on different computers across the Internet.

Internet Search Engines

Search Tips

•Finding proper names

Capitalize proper names such as “December” and “California”. If you capitalize adjacent names, most search engines will treat it as a single name. For example: Franklin Roosevelt

If you want to search for several names, use commas to separate the different names. For example: Roosevelt, Truman

•Finding a phrase

Use double quotation marks or hyphens around words that are part of the a phrase. Use double quotations marks (“”) words that must appear next to each other. For example: best “laser printer”

Use hyphens (-) between words that must appear within one word of each other. For example: best laser-printer

Caution do not use single quotation mark(‘).

Internet Search Engines

Search Tips Cont'd

- Finding words that appear together

Use brackets to find words that appear within 100 words of each other.
For example: [weather San Jose current forecast]

- Specifying words that must appear in the results

Put a plus sign (+) in front of words that must be in the any documents found by the search. For example, to find all resources that must contain San Francisco: +San Francisco

Note: Do not put a space between the plus sign and the word.

- Specifying words that should not appear in the results

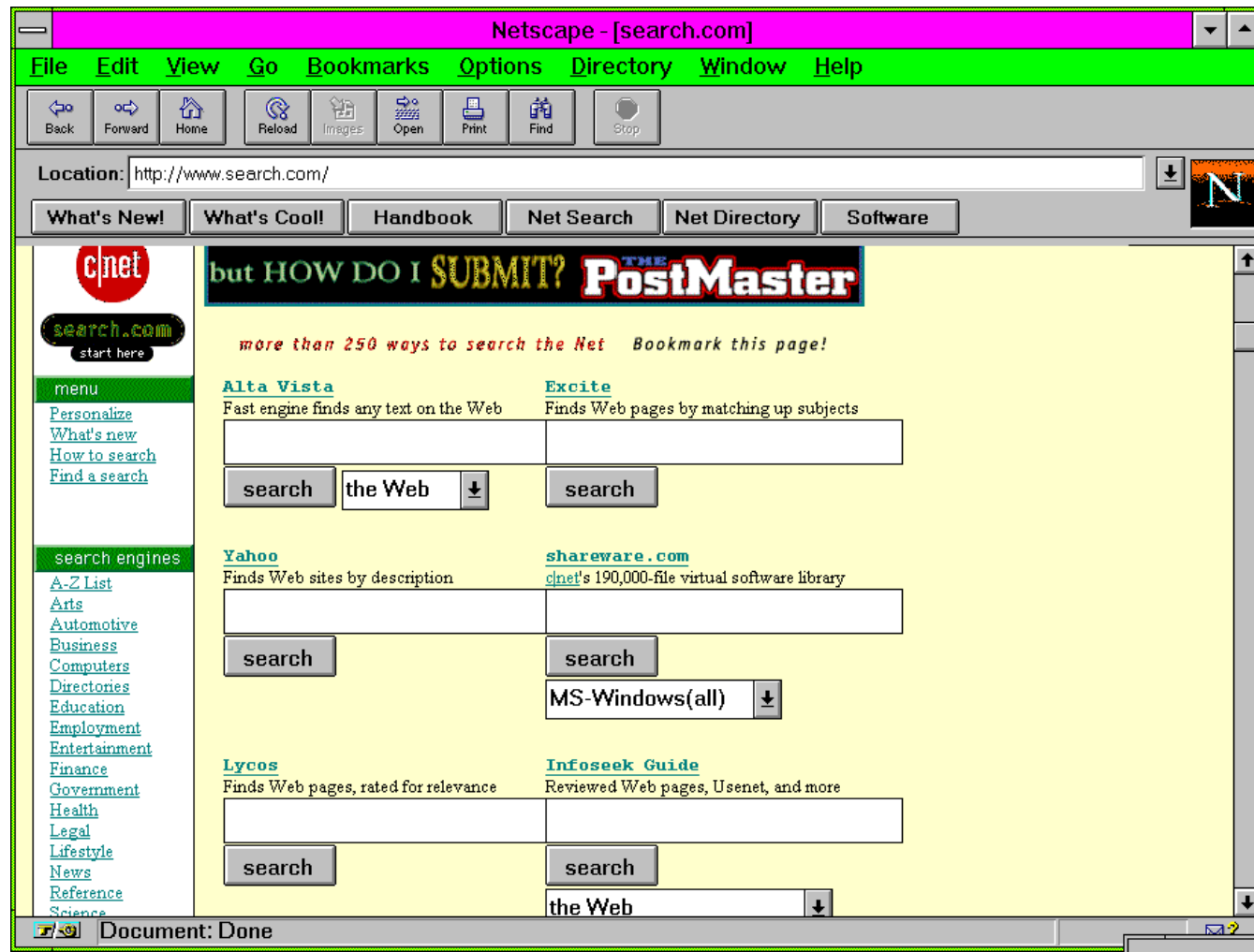
Put a minus sign (-) in front of words that should not be in the any documents found by the search. For example, to find all resources that contain python but not Monty: python -Monty

Internet Search Engines

Improving search results in cases of little or no search results

- Check the topic or source that you are searching
 - If you are searching within a topic, try searching within a more general topic
 - Select a different source for the search
- Check syntax and spelling
 - Typos and misspelled words
 - Capitalize proper names, not common names
 - Do not use wildcards such as asterisks (*)
 - Try using synonyms or variations of words
 - don't put a space after the plus (+) or minus (-) operators

Places to Start

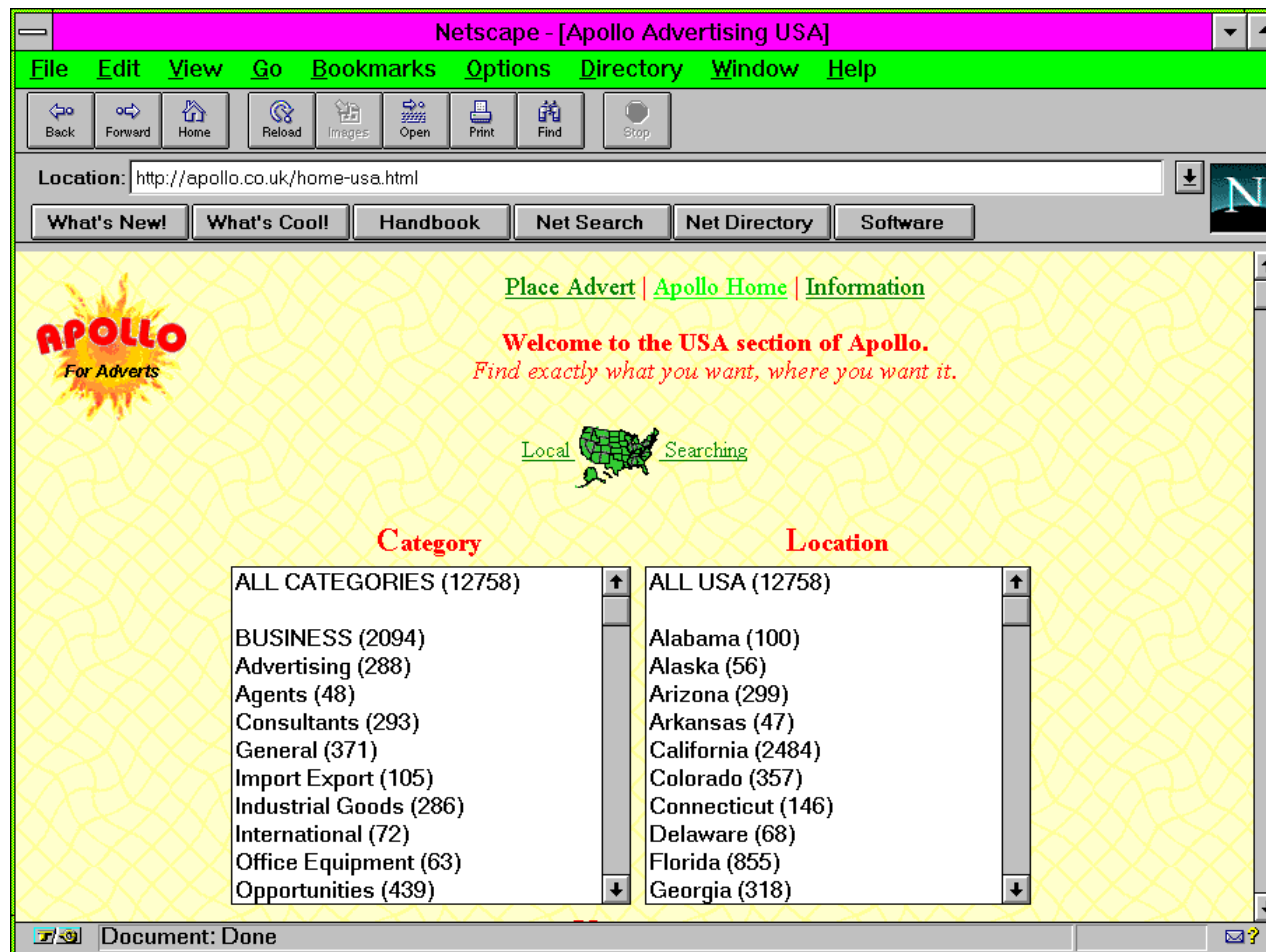


Places to Start

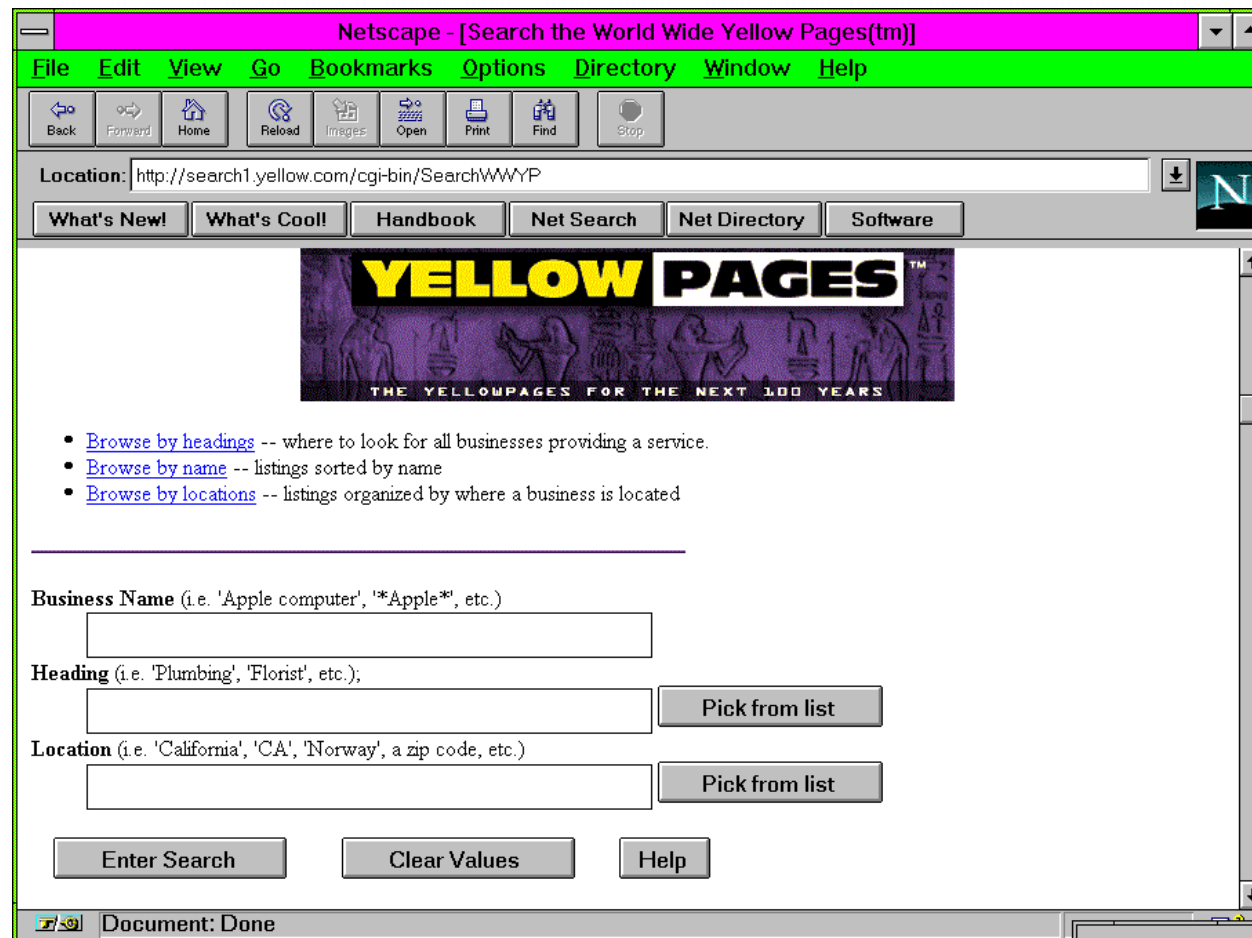


Surfing the Web Business Oriented Engines

Apollo Advertising - a worldwide advertisers directory



The Internet Yellow Pages - A directory of businesses



The screenshot shows a Netscape browser window titled "Netscape - [Search the World Wide Yellow Pages(tm)]". The address bar contains the URL "http://search1.yellow.com/cgi-bin/SearchWWYP". Below the address bar are buttons for "What's New!", "What's Cool!", "Handbook", "Net Search", "Net Directory", and "Software". The main content area features a large banner for "YELLOW PAGES" with the tagline "THE YELLOWPAGES FOR THE NEXT 100 YEARS". Below the banner, there are three links: "Browse by headings", "Browse by name", and "Browse by locations". A search form follows with three input fields: "Business Name (i.e. 'Apple computer', '*Apple*', etc.)", "Heading (i.e. 'Plumbing', 'Florist', etc.)", and "Location (i.e. 'California', 'CA', 'Norway', a zip code, etc.)". Each field has a "Pick from list" button next to it. At the bottom of the form are three buttons: "Enter Search", "Clear Values", and "Help". The status bar at the bottom of the browser window shows "Document: Done".

Netscape - [Search the World Wide Yellow Pages(tm)]

File Edit View Go Bookmarks Options Directory Window Help

Back Forward Home Reload Images Open Print Find Stop

Location:

What's New! What's Cool! Handbook Net Search Net Directory Software

YELLOW PAGES
THE YELLOWPAGES FOR THE NEXT 100 YEARS

- [Browse by headings](#) -- where to look for all businesses providing a service.
- [Browse by name](#) -- listings sorted by name
- [Browse by locations](#) -- listings organized by where a business is located

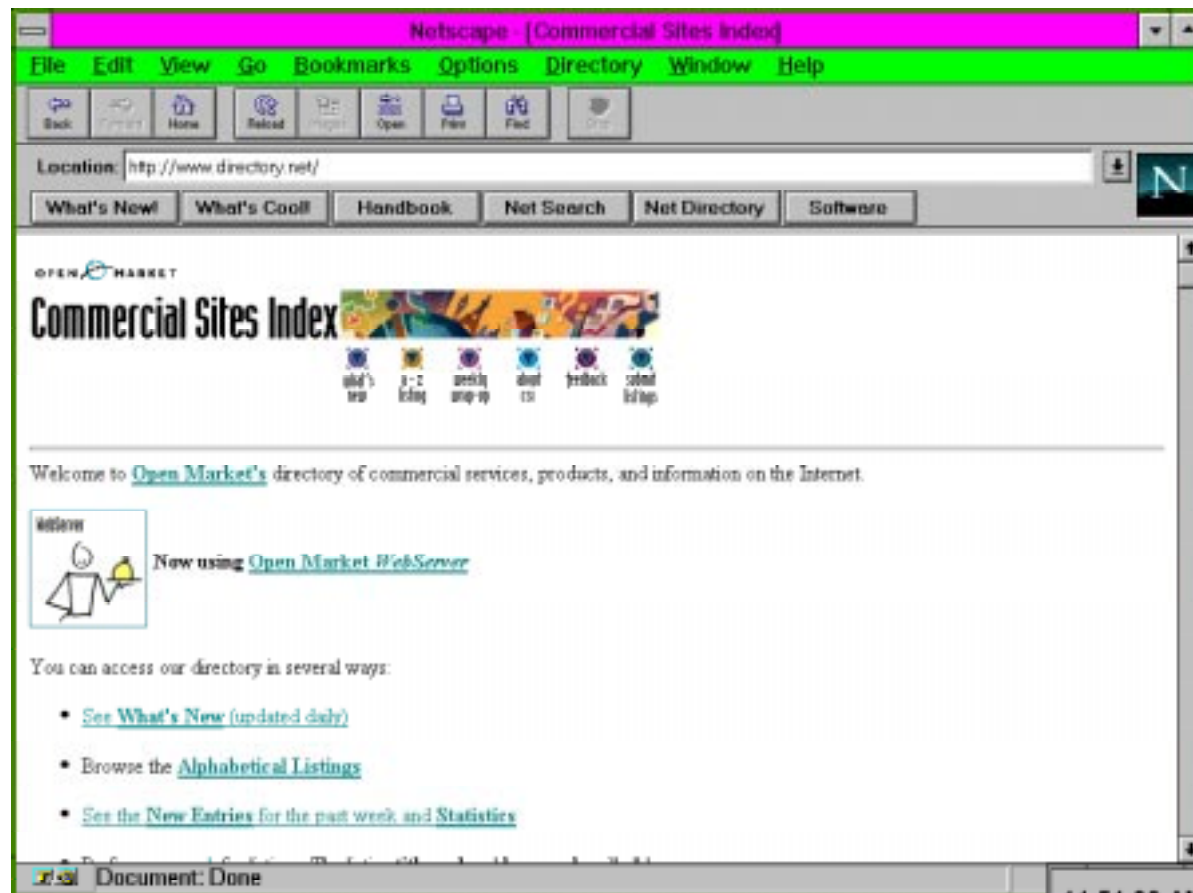
Business Name (i.e. 'Apple computer', '*Apple*', etc.)

Heading (i.e. 'Plumbing', 'Florist', etc.);

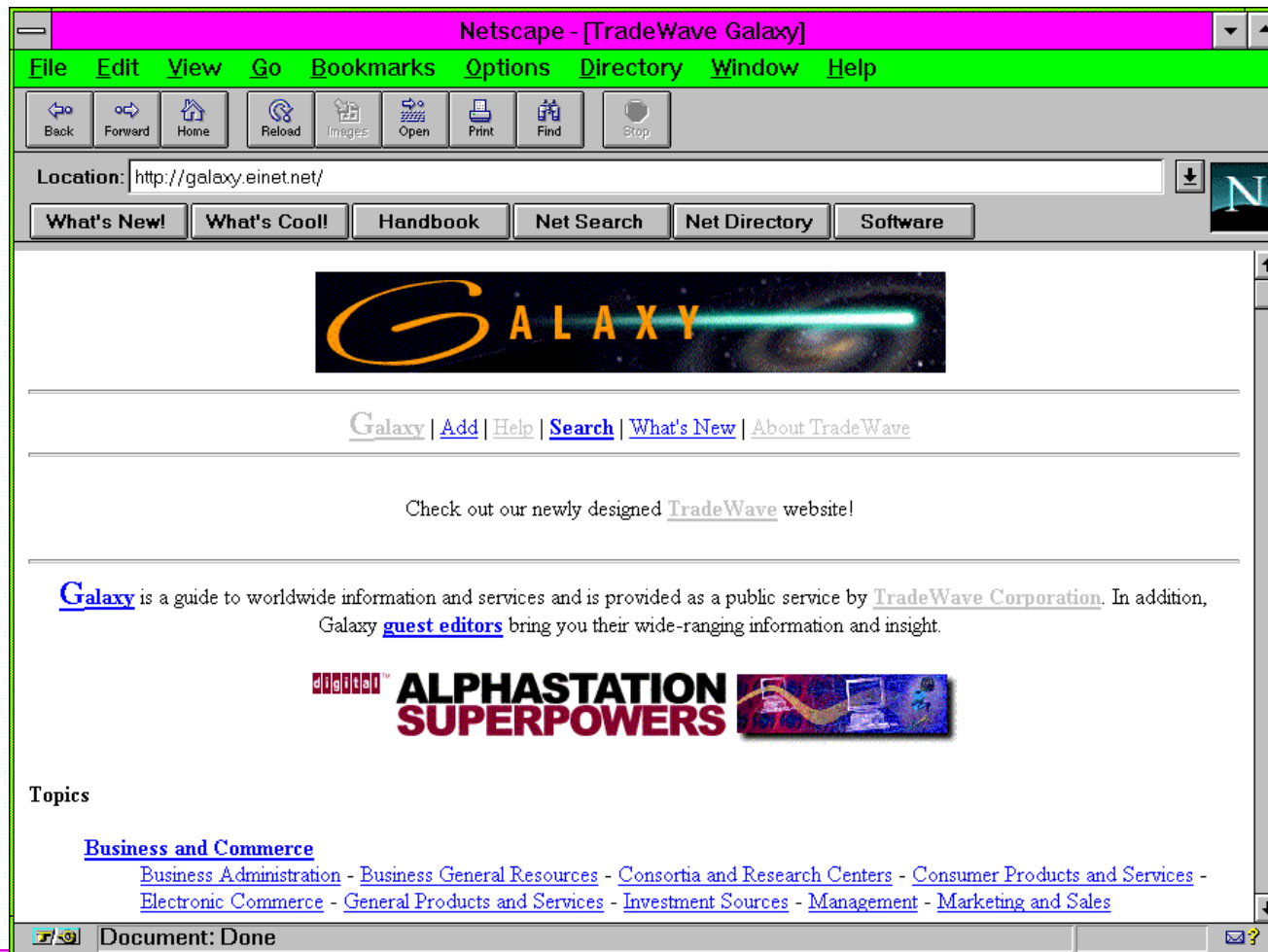
Location (i.e. 'California', 'CA', 'Norway', a zip code, etc.)

Document: Done

Open Market - a directory of commercial services



**Galaxy- a searchable index for Science,
Engineering, politics and community that can be
added to from the Web page**



Infoseek Search Tips

- Capitalize proper names, eg Spike Lee will find references to the popular director, spike lee won't.
- Use commas to separate names, eg Spike Lee, Do The Right Thing
- Use quotes to find a phrase, eg "high school education"
- Use hyphens for words that must appear next to each other, eg cable-network will find cable network
- Use square brackets for words that must appear within 100 words of each other, eg [internet education]

Infoseek Search Tips

- Use a plus (+) sign for words that must appear in the results, eg college +education +degree
- Use a minus (-) sign for words that must not appear in the results, eg college -education -degree
- Don't use wildcard characters such as *. The search engine will look for that character.
- You're results may surprise you!

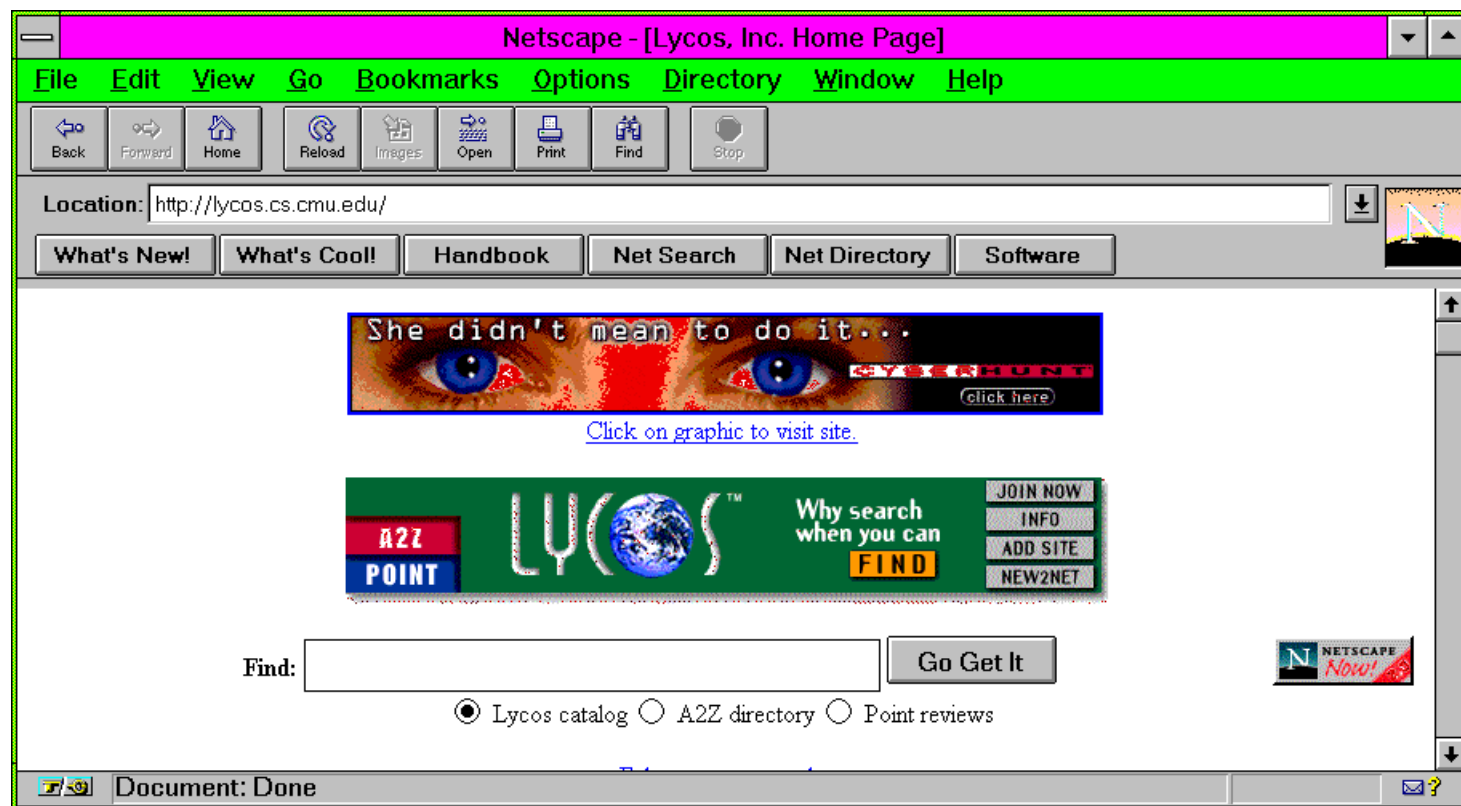
Magellan - an index of rated sites with a flexible search engine



Magellan - Index of rated sites with
a flexible search engine

- Uses simple English to delimit search operators, eg AND, OR, NOT, ADJ
- Wildcards are permitted - *, ?
- Uses a green light system to indicate that a site does not contain adult material
- Reviewers evaluate each site for depth, ease of exploration, and net appeal, and award a rating to that site of from 1 to 4 stars.

The Lycos Search Engine



Lycos Search Tips

- The Lycos page contains pull down menus for various search options:
- OR, AND or number of words matched option
- Number of results per page
- How closely the results match what you typed in (ie spelling)
- The amount of information displayed in the results

Internet Search Engines

Hands on Section, Surfing.....!